



2011 Annual Report

Utilization of Women Minority and Disabled Veteran Business Enterprises

March 1, 2011

Mr. Paul Clanon
Executive Director
California Public Utilities Commission
505 Van Ness Avenue
San Francisco, CA 94102-3298

Re: General Order 156 Compliance Filing – Annual Report and Annual Plan

Dear Mr. Clanon,

Golden State Water Company (GSWC) is pleased to submit its 2011 Annual Report on the Utilization of Women, Minority, and Serviced- Disabled Veteran Business Enterprises (WMDVBE) and its 2012 Annual Plan. This Annual Report and Annual Plan are filed pursuant to Section 9 of the General Order 156.

Keith Switzer,

Vice President-Regulatory Affairs

Emma Maxey,

Supplier Diversity Manager

CONTENTS

Message from the President	4
Golden State Water Company 2011 Annual WMDVBE Report	5
9.1.1 Description of WMDVBE Program Activities Internal/External	6
9.1.2 Summary of WMDVBE Purchases/Contracts	14
9.1.3 Itemization of WMDVBE Expenses	19
9.1.4 Description of Progress in Meeting or Exceeding Set Goals	20
9.1.5 Summary of Prime Contractor Utilization of WMDVBE Subcontractors	21
9.1.6 List of WMDVBE Complaints	21
9.1.7 Description of Excluded Categories	21
9.1.8 Description of Efforts to Recruit WMDVBE Suppliers	22
2011 ANNUAL PLAN	23
10.1.1 WMDVBE Short, Mid and Long Term Goals	23
10.1.2 WMDVBE Planned Internal/External Activities	23
10.1.3 Plans for Recruiting WMDVBE in Low Utilization Areas	24
10.1.5 Plans for Encouraging Primes to Engage in Subcontracting	24
10.1.6 Program Compliance with WMBDVE Program Guidelines	24
TABLES	25
Table A USDP Calendar of Collective Activities	25
Table B Community Organizations and Affiliations	29
Table C California Water Association USDP Representatives	31

Message from the President



Golden State Water Company (GSWC) is pleased to submit this year's annual report outlining our commitment to the Utility Supplier Diversity Program (USDP). This is the 7th year of reporting our program progress to the California Public Utilities Commission (CPUC). We are committed to the principles that are the foundation of General Order 156 and have been since 2004 as demonstrated by the six California "Class A" water utilities signing of a memorandum of intent. This is the first year we are reporting in compliance with the requirements of the CPUC General Order 156.

GSWC is dedicated to providing equal opportunities to all potential business partners. It is the policy of GSWC to encourage and afford opportunities to diverse suppliers including, but not limited, to Women Business Enterprises (WBEs), Minority Business Enterprises (MBEs) and Disabled Veterans Business Enterprises (DVBs), while at the same time ensuring that the best combination of quality, service, and price is provided in accordance with the highest ethical and professional standards.

GSWC recognizes that an effective Supplier Diversity Program broadens the supplier base, increases competition, and ensures that GSWC receives the finest materials and services at the best available cost. As we continue to grow our diverse pool of qualified suppliers that is a representation of the communities we serve, we will continue to provide long-term benefits to our share holders, customers and employees.

This year's report will reflect our efforts—total payments to certified suppliers result in an increase from 10.3% in 2010 to 11.3% in 2011. GSWC spent \$11,549,881 compared to \$11,752,428 in 2010.

We continue to strive to meet or exceed the goals as set forth in General Order 156. We will continue our participation in the CPUC symposiums, expos, seminars, workshops, and outreach events in this area throughout the year to further our effort as we move forward.



Robert J. Sprowls,
President & CEO

Golden State Water Company 2011 Annual WMDVBE Report

INTRODUCTION

Golden State Water Company (GSWC) hereby submits the 2011 annual Supplier Diversity Program report per the requirements of the California Public Utilities Commission (CPUC) General Order 156. This report outlines the program activities and results that GSWC achieved for the period beginning January through December, 2011. The report will describe Supplier Diversity Program objectives for 2012 and supplier diversity purchasing goals for 2012 through 2014.

This is the first year the water utilities are reporting under the guidelines of GO 156, although we have always strived to comply with the same goals stipulated in GO 156 under our Memorandum of Intent. The water utilities are still working to develop all of the necessary steps to be consistent with the new reporting and will continue to enhance this progress as we go forward.

2011 HIGHLIGHTS

- ▲ 50 new Diverse Business Enterprises (DBE) added to database
As a result of our outreach activities, we added 50 new DBEs to our internal database. These 50 newest firms provide a variety of services, including Janitorial Services, Industrial Products, Executive Head Hunters, Environmental Engineers, Investment Advisors, Law Firms, and General Construction to name a few.
- ▲ Encouragement for our Prime Vendors to provide data on subcontractors
We sent 134 requests to our prime vendors to report on their subcontracting. Although many indicated they work with DBE subcontractors, none of them knew much about the certification requirements, but indicated that the supplier diversity subcontracting program was an initiative they will support.
- ▲ Held internal meetings so that vendors could meet directly with GSWC vice presidents
Our efforts to host meetings internally with our vice presidents were successful with several DBE vendors being awarded contracts as a result. We awarded a contract to an accounting firm to conduct an audit. We also issued a contract to a vendor who will supply the anniversary gifts for our Service Award Program. Another contract went to a DVBE firm that is doing debt offering.
- ▲ Two Successful Business Opportunity Fairs
GSWC along with the California Water Association (CWA) *Class A* water utilities hosted two business opportunity fairs in Northern and Southern California. The fairs were an opportunity for the water companies to bring our primes and subcontractors together to hear presentations on industry specific information regarding bidding opportunities, certification requirements, and the second tier program followed by matchmaking with company representatives and the sourcing managers.

2011 CHALLENGES

- ▲ Increasing DBE opportunities during the RFP/RFQ process
GSWC's Supplier Diversity Manager is working to ensure the approved database for selecting the subcontractor/vendor to participate in the bidding process includes DBEs. When there are no DBEs capable of performing the services as requested, the Supplier Diversity Manager will solicit for this work during our matchmaking events.
- ▲ Developing our capacity building and technical support for Tier One
GSWC, along with the USDP committee, is working to develop a Capacity Building and Technical Support Program which will aid many DBEs who are reaching out to the utilities for contracting opportunities. Our plan is to help small businesses to be successful. The following is being considered for our program; coaching, mentoring, and educating vendors on the specifics of the water industry.
- ▲ Second Tier reporting from our Prime Contractors
GSWC will continue to work to educate the primes on our second tier program and how the certification process works when they are utilizing subcontractors and how this can benefit not only GSWC but the Prime Contractors as well.

9.1.1 Description of WMDVBE Program Activities Internal/External

INTERNAL ACTIVITIES

GSWC supports the Supplier Diversity Program's goals for inclusion of minority, women, and disabled veteran business enterprises in the supply chain. Administration of the Supplier Diversity Program is handled by the Supplier Diversity Manager who reports to the Vice President of Regulatory Affairs.

Our Procurement Department plays a crucial role in the success of our procurement program. The Contracting Manager and his staff support the Utility Supplier Diversity Program (USDP) efforts by attending outreach opportunities to meet the prospective vendors. They review the qualification package and make changes as necessary to have a better uniform approval process. The Procurement Department works to encourage our Prime Contractors to use DBEs when possible by including verbiage in the RFP/RFQ process. GSWC has regular meetings between the Contracts Department and the Supplier Diversity Manager to assure they are current on any new regulations that may affect how we do business. The Procurement Department staff attends our monthly USDP meeting when possible. They also support and participate in our annual Business Opportunity Fair and other outreach events.

The Supplier Diversity Manager attends staff meetings with various departments throughout the company to inform the attendees of regulatory updates, upcoming events, and what they can do to support the program. These meetings have proven to be beneficial and have increased awareness to the Supplier Diversity Program. Many of our employees are excited to participate in the events held throughout the year.

▲ Officer Involvement

Company executives, directors, and managers continued to support WMDVBE initiatives and consider it a high priority to their commitment to developing a diverse pool of qualified suppliers representing the communities we serve.

▲ Employee Awareness and Education

The Supplier Diversity Manager attends different departmental staff meetings to educate others about our diversity program. During our annual Manager's meeting, Supplier Diversity is an important agenda topic. Employees are introduced to the diversity program from our new website, supervisors and managers and during staff meetings. Employees are invited to attend various workshops, matchmaking events, and company sponsored dinners to increase awareness about the USDP and are encouraged to include DBEs when possible.

EXTERNAL ACTIVITIES

Workshops and Conferences

GSWC participated in many California Public Utilities Commission (CPUC) sponsored small business expos, Community Based Organization (CBO) sponsored events, symposiums, the annual En Banc and matchmaking. Each event creates opportunities to meet new potential suppliers and reconnect with existing suppliers. We are very active with the Joint Utilities, California Utilities Diversity Council (CUDC), Southern California Minority Business Development Council (SCMBDC), Northern California Minority Supplier Development Council, National Minority Supplier Development Council and many CBOs throughout the State. We continue to work with the Service Disabled Veterans by supporting their programs. GSWC is a sponsor for the Los Angeles Chapter Elite SDVOB Network. This is the second year we have sponsored this chapter. The photos on the following page show some of the events we participated in.

The complete list of events representing various activities, CBO affiliations, and CWA USDP members are described in Tables A, B, and C.

This photo shows the Minority Business Opportunity Day 2011, which is sponsored by the Southern California Minority Business Development Council (SCMBDC). The SCMBDC is the premiere organization strengthening economic ties between large, public-, private- and foreign-owned corporations and minority men- and women-owned business enterprises.

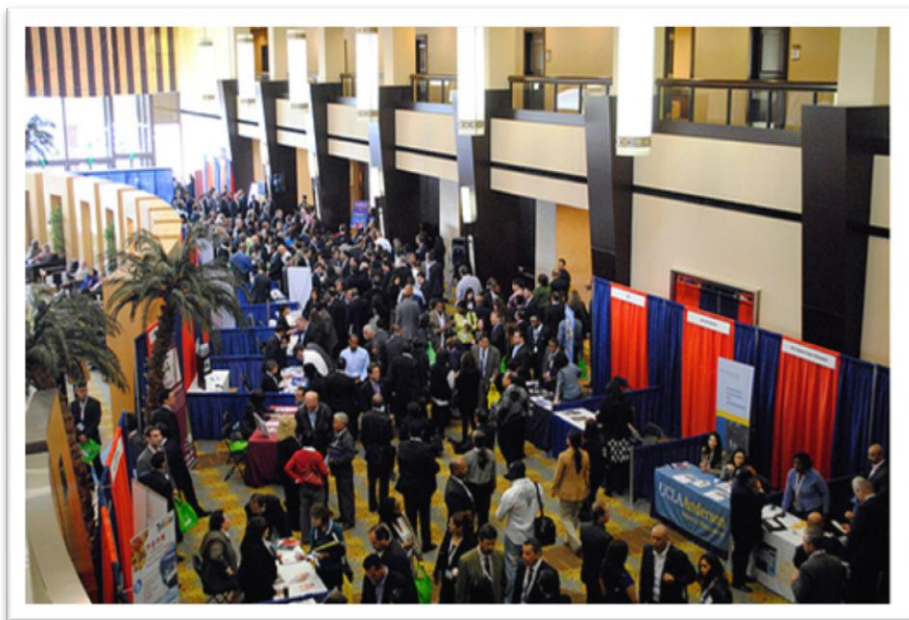


Figure 1. SCMBDC 2011 expo, City of Industry, CA

The next photo is at the Utility Marketplace Access Policy (UMAP) committee meeting held during the National Association of Regulatory Utilities Commissioners (NARUC) winter meeting in Washington, DC. During our visit to the Smithsonian National Museum of American History, we had the pleasure of meeting former Speaker of the House Nancy Pelosi and Congresswoman Karen Bass.



Figure 2 and 3. 2011 attendees Former Speaker of the House Nancy Pelosi (left) and Congresswoman Karen Bass (right) with GSWC Supplier Diversity Manager Emma Maxey at the Winter NARUC Conference, Washington, D.C.

Keeping the Promise is an annual event we look forward to participating in with the California Disabled Veterans Business Alliance, Expo and Matchmaking held in May, 2011 (photo below). This was the Swearing in Ceremony during the evening gala.



Figure 4. GSWC attending Keeping the Promise, California Disabled Veterans Business Alliance, Expo and Matchmaking event.

The four photos that follow show our Annual Business Opportunity Fair in Southern California. This fair included over 120 attendees. The participants were given an overview of CWA and its supplier diversity program. This was followed by a *matchmaking* event, where the vendors had the opportunity to meet with sourcing managers and company representatives from the different water utilities.



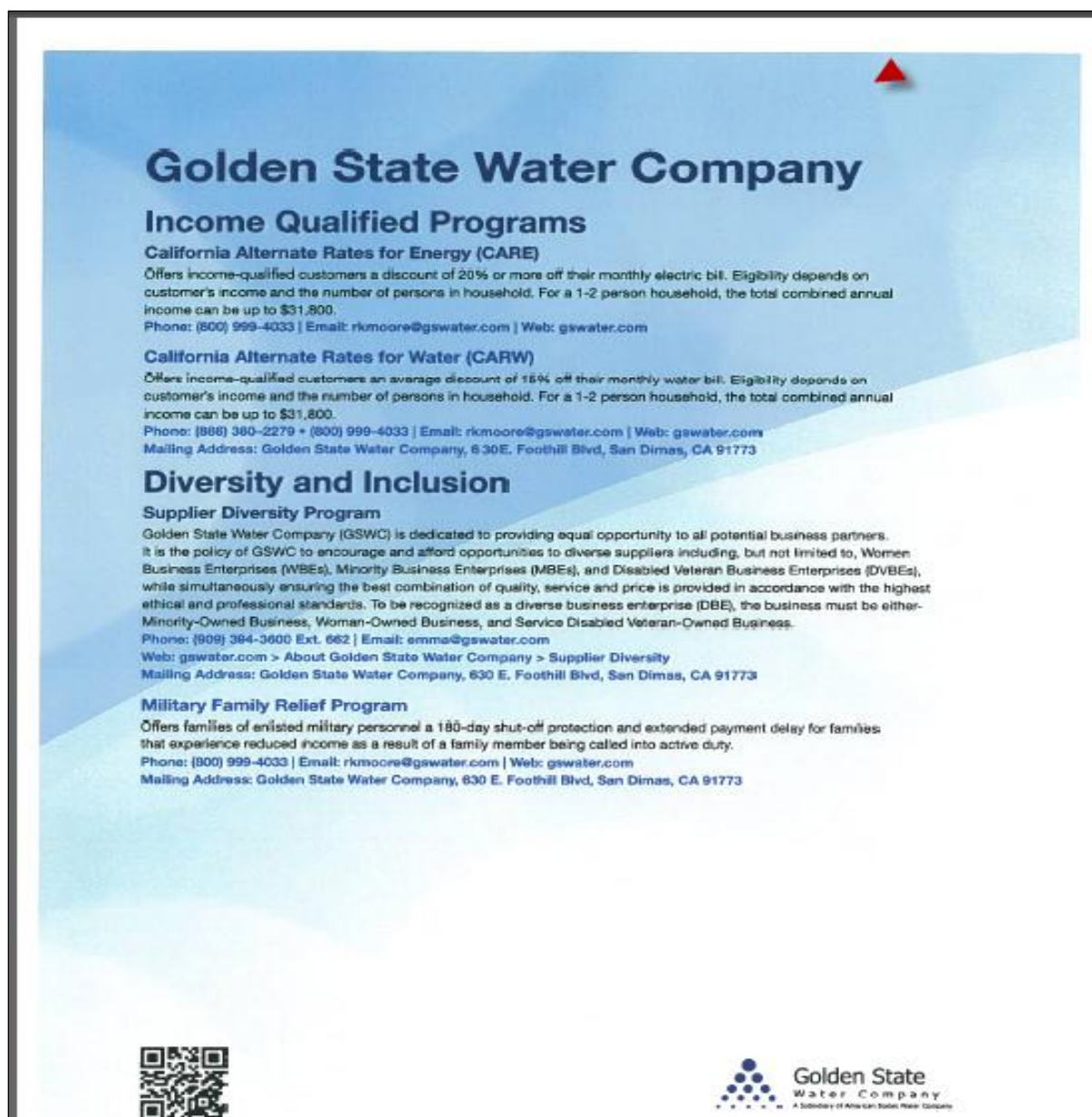
Figure 5 and 6. Annual Business Opportunity Fair



Figure 7 and 8. Annual Business Opportunity Fair

The Supplier Diversity Manager along with representatives from the major regulated utilities participated in a workshop and panel discussion on behalf of the NAACP where Commissioner Tim Simon was the moderator. The purpose of the program titled *Your Utility Rights* was to educate and advise their members on programs and services offered by the utilities.

The following is GSWC's Resource Guide which provides information about our services and programs.



Golden State Water Company

Income Qualified Programs


California Alternate Rates for Energy (CARE)
Offers income-qualified customers a discount of 20% or more off their monthly electric bill. Eligibility depends on customer's income and the number of persons in household. For a 1-2 person household, the total combined annual income can be up to \$31,800.
Phone: (800) 999-4033 | Email: rkmoore@gswater.com | Web: gswater.com

California Alternate Rates for Water (CARW)
Offers income-qualified customers an average discount of 15% off their monthly water bill. Eligibility depends on customer's income and the number of persons in household. For a 1-2 person household, the total combined annual income can be up to \$31,800.
Phone: (888) 380-2279 • (800) 999-4033 | Email: rkmoore@gswater.com | Web: gswater.com
Mailing Address: Golden State Water Company, 630 E. Foothill Blvd, San Dimas, CA 91773

Diversity and Inclusion

Supplier Diversity Program
Golden State Water Company (GSWC) is dedicated to providing equal opportunity to all potential business partners. It is the policy of GSWC to encourage and afford opportunities to diverse suppliers including, but not limited to, Women Business Enterprises (WBEs), Minority Business Enterprises (MBEs), and Disabled Veteran Business Enterprises (DVBES), while simultaneously ensuring the best combination of quality, service and price is provided in accordance with the highest ethical and professional standards. To be recognized as a diverse business enterprise (DBE), the business must be either: Minority-Owned Business, Woman-Owned Business, and Service Disabled Veteran-Owned Business.
Phone: (909) 384-3600 Ext. 662 | Email: emma@gswater.com
Web: gswater.com > About Golden State Water Company > Supplier Diversity
Mailing Address: Golden State Water Company, 630 E. Foothill Blvd, San Dimas, CA 91773

Military Family Relief Program
Offers families of enlisted military personnel a 180-day shut-off protection and extended payment delay for families that experience reduced income as a result of a family member being called into active duty.
Phone: (800) 999-4033 | Email: rkmoore@gswater.com | Web: gswater.com
Mailing Address: Golden State Water Company, 630 E. Foothill Blvd, San Dimas, CA 91773




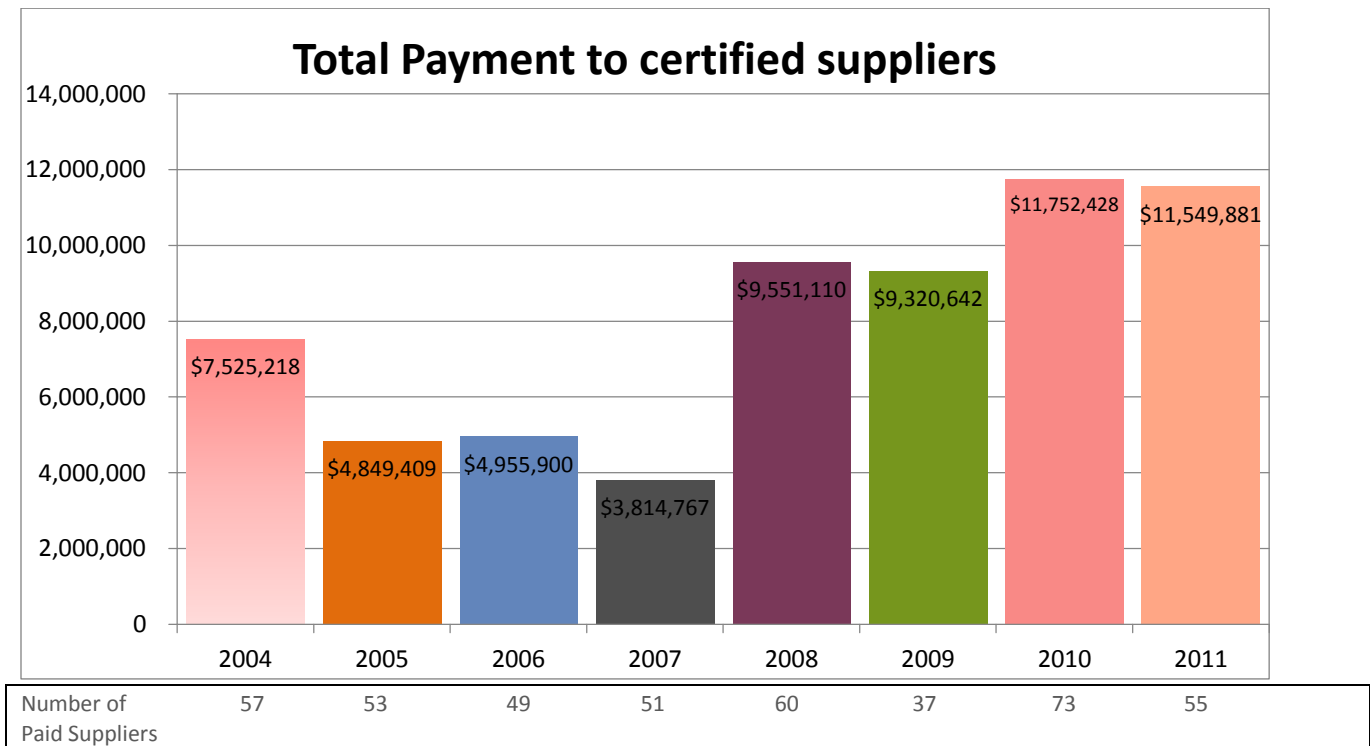
 **Golden State**
Water Company
A Subsidiary of American States Water Company

Figure 9. GSCW Resource Guide

9.1.2 Summary of WMDVBE Purchases/Contracts

The graph below shows the history of GSWC's Supplier Diversity Program under our Memorandum of Intent entered into in 2004 along with the six other Class A water utilities. The amount of spend fluctuated as well as the number of vendors paid.



Number of suppliers in GSWC and the Supplier Clearinghouse database totaled 297 as of 2011. Of these, 69 were classified as decertified.

Payment to certified suppliers total \$11,549,881, a slight decrease from 2010. The percentage of spend for 2011 is 11.3% versus 10.3% in 2010.

9.1.2 SUMMARY OF PURCHASES AND /OR CONTRACTS

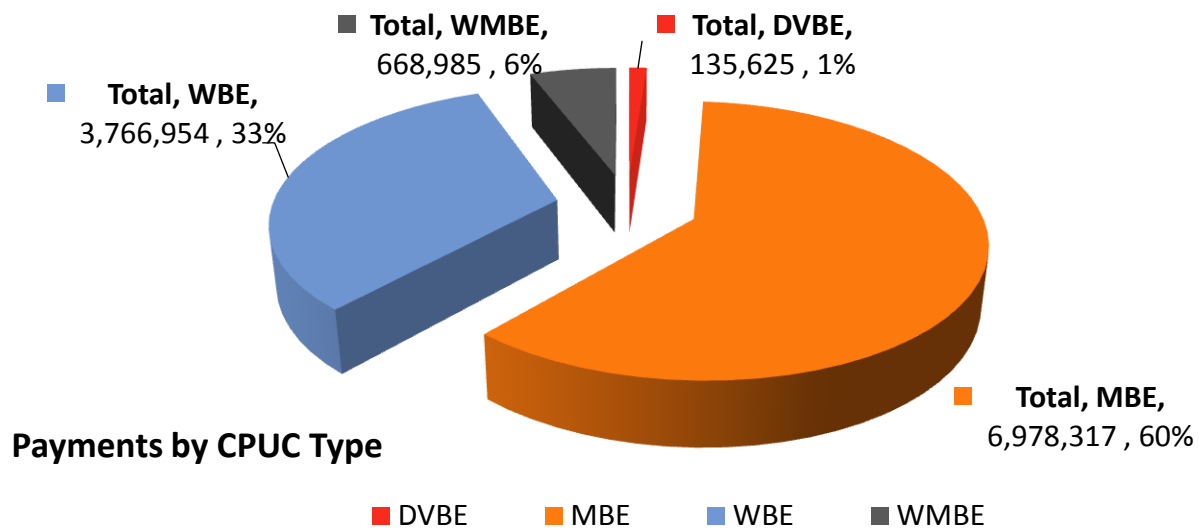
9.1.2 SUMMARY OF PURCHASES AND /OR CONTRACTS						
UTILTIY SUPPLIER DIVERSITY PROGRAM ANNUAL RESULTS BY ETHNICITY						
2011						
Line			Direct \$	Sub \$	Total \$	%
1	Minority Men	Asian-Pacific	813,053	0	813,053	0.8%
2		Black	111,370	0	111,370	0.1%
3		Hispanic	6,003,679	19,030	6,022,709	5.9%
4		Native American	774	0	774	0.0%
5		Other	0	6,085	6,085	0.0%
6		Total Minority Men	\$6,928,875	\$25,115	\$6,953,990	6.8%
7	Minority	Asian-Pacific	10,647	13,680	24,327	0.0%
8		Black	91,012	14,730	105,742	0.1%
9		Hispanic	537,940	18,650	556,590	0.5%
10		Native American	0	9,529	9,529	0.0%
11		Other	0	0	0	0.0%
12		Total Minority Women	\$639,599	\$56,589	\$696,188	0.7%
13	Total Minority Business Enterprise (MBE)		\$7,568,473	\$81,704	\$7,650,177	7.5%
14	Women Business Enterprise (WBE)		3,680,817	83,261	3,764,078	3.7%
15	Subtotal Women, Minority Business		11,249,291	164,965	11,414,256	11.1%
16	Service Disabled Veteran Business		135,625	0	135,625	0.1%
17	Total Business Enterprise (WMDVBE)		11,384,916	164,965	11,549,881	11.3%
18	Gross Procurement				\$183,418,842	
19	Exclusions				\$80,928,984	
20	Net Procurement				\$102,489,858	
21	Total Procurement				\$102,489,858	

Summary of Purchases and Contracts Table



Sum of 2011	
Current CPUC Type	Total
DVBE	\$135,625
MBE	\$6,978,317
WBE	\$3,766,954
WMBE	\$668,985
Grand Total	\$11,549,881

2011 Totals for CPUC Types Table



We will focus on opportunities with DBE legal firms in 2012. We met with six firms during one of the many outreach events, legal symposiums or small business workshops. Subsequent contacts resulted in adding two of these firms to our approved vendor list.

The chart below reflects data from our majority legal firms we contracted with in 2011.

Attorney Time Billed			
LINE NO.			\$10,788,127
1	All Men		
2	Minority Men	Asian Pacific	\$55,608
3		Black	
4		Hispanic	\$11,744
5		Native American	
6		Multi-Ethnic	\$3,536
7		Total Minority Men	\$70,888
8	All Women		
9	Minority Women	Asian Pacific	\$25,767
10		Black	
11		Hispanic	\$708
12		Native American	
13		Multi-Ethnic	\$24,842
14		Total Minority Women	\$51,317
15	Total Minority		\$122,205
16	Non-Minority Women		\$903,223
17	Service-Disabled Veteran		
18	Total Minority, Non-Minority Women & Veterans		\$1,025,428

2011 Attorney Time Billed Table

Paralegal Time Billed			
LINE NO.			TOTAL (\$)
1	All Men		\$57,615
2	Minority Men	Asian Pacific	\$19,168
3		Black	
4		Hispanic	
5		Native American	
6		Multi-Ethnic	
7		Total Minority Men	\$19,168
8	All Women		
9	Minority Women	Asian Pacific	\$3,050
10		Black	
11		Hispanic	
12		Native American	
13		Multi-Ethnic	
14		Total Minority Women	\$3,050
15	Total Minority		\$22,218
16	Non-Minority Women		\$3,257
17	Service-Disabled Veteran		
18	Total Minority, Non-Minority Women & Veterans		\$25,475

2011 Paralegal Time Billed Table

9.1.3 Itemization of WMDVBE Expenses

9.1.3 PROGRAM EXPENSES	
Expense Category	2011
Wages	\$ 99,691.00
Other Employment	\$ 49,160.00
Program Expenses	\$ 442.00
Reporting Expenses	\$ 150.00
Training	\$ 4,741.00
*Consultants	\$ 4,733.00
**Other	\$ 38,101.00
Total	\$164,663.00

WMDVBE Expenses Table

These dollars represent GSWC's USDP costs.

* Includes cost for the CPUC Supplier Clearinghouse

** GSWC's portion of expenses captured and disbursed by CWA for Class A Water Company's USDP.

9.1.4 Description of Progress in Meeting or Exceeding Set Goals

Category	Current Year Results	GO 156 Goals
Minority Men	6.8%	20.0%
Minority Women	0.7%	3.0%
Minority Business Enterprise (MBE)	7.5%	15.0%
Minority Business Enterprise (WBE)	3.7%	5.0%
Service Disabled Veteran Business Enterprises (DVBE)	.1%	1.5%
Total WMDVBE	11.3%	21.5%

Progress in Meeting of Exceeding Set Goals Table

GSWC's overall goal is consistent with the CPUC General Order 156 to achieve 15% minority, 5% women and 1.5% service disabled veterans totaling 21.5%. We are progressing towards that goal. We will continue to seek qualified DBE vendors in all categories of procurement.

The number of certified suppliers receiving payments in 2011 dropped from 73 in 2010 to 55 in 2011.

The total number of WMDVBE suppliers in GSWC's data base was 297. The CPUC's Clearinghouse database total of WMDVBE after comparing to ours was 228. The difference (69) was vendors who were decertified over a period of time due to changes in the business ownership or death of the original owner.

Twenty four of these decertified suppliers received payments since they are still qualified to work for GSWC and have continued to do so throughout 2011. The outcome of this had a critical impact on our final percentages for 2011 reporting as indicated in our table below.

Number of certified suppliers receiving payments in 2011	55
Amount received by certified suppliers - in 2011	11,549,881
Number of decertified suppliers receiving payments in 2011	24
Amount received by decertified suppliers in 2011	2,792,569

Certified/Decertified Suppliers Table

9.1.5 Summary of Prime Contractor Utilization of WMDVBE Subcontractors

	Minority Male	Minority Female	Minority Business Enterprise (MBE)	Women Business Enterprise (WBE)	Women Minority Business Enterprise (WMBE)	Service-Disabled Veterans Enterprise (SDVBE)	Total WMDVBE
Direct \$	\$ 6,928,875.00	\$ 639,599.00	\$ 7,568,473.00	\$ 3,680,817.00	\$ 11,249,291.00	\$ 135,625.00	\$ 11,384,916.00
Subcontracting \$	\$ 25,115.00	\$ 56,589.00	\$ 81,704.00	\$ 83,261.00	\$ 164,965.00	\$ -	\$ 164,965.00
Total \$	\$ 6,953,990.00	\$ 696,188.00	\$ 7,650,177.00	\$ 3,764,078.00	\$ 11,414,256.00	\$ 135,625.00	\$ 11,549,881.00
Direct %	6.80%	6%	7.40%	3.60%	11.00%	0.10%	11.10%
Subcontracting %	0.00%	0.10%	0.10%	0.10%	0.20%	0.00%	0.20%
Total %	6.80%	0.70%	7.50%	3.70%	11.10%	0.10%	11.30%
Net Procurement**	\$ 102,489,858.00						

Prime Contractors Utilization of Subcontractors Table

** **Note:** Net Procurement includes purchase orders, non-purchase orders, and credit card dollars.

GSWC continues to inform our Prime Suppliers about our subcontracting program. We have participated in two contractors meeting where we invited our prime and subcontractors. These meetings were held in Northern California and Southern California.

9.1.6 List of WMDVBE Complaints

Golden State did not receive any complaints formal or otherwise in 2011.

9.1.7 Description of Excluded Categories

The amount shown in Table 9.1.2 in the *Exclusions* line, \$80,928,984, is the total of payments made in the categories of Costs of Obtaining Water Supply, Purchased Power, and Replenishment Fees (pump taxes). Other categories subject to Section 8.9, Other Utilities, Taxes, Franchise Fees, and Postage, have not been included in the Gross Procurement.

The reporting of these categories as *Exclusions* In Table 9.1.2 by water companies is intended to provide information to staff regarding these categories. This procurement reporting for water companies results from workshops convened by the Commission's USDP Staff, pursuant to Ordering Paragraph No. 4 of D.11-05-019 (in R.09-07-027), and subsequent additional discussions, in order for the staff and utilities to reach a common understanding of what is to be reported as a result of the amendments to General Order 156 and to address and resolve any confusion regarding adapting water companies' procurement reporting to the General Order 156 requirements.

9.1.8 Description of Efforts to Recruit WMDVBE Suppliers

Women-Minority-Disabled Veteran Business Enterprises will continue to be a key focus for recruitment and efforts in areas of finance and legal. We hosted an industry-specific procurement fair in Southern and Northern California to bring existing, new, and potential vendors together. Afterwards, we held meetings with key decision makers by inviting them to meet with the sourcing manager. This resulted in the Vice President of Finance awarding a contract to a DBE accounting firm to perform an A133 audit under the Federal Single Audit Act. A contract was awarded to a DVBE firm who participated in our debt offering. A decision by our Senior Management team resulted in a contract with a DBE that provides anniversary awards for our employees. We will continue to look and do outreach for more opportunities in these and other areas.

2011 ANNUAL PLAN

10.1.1 WMDVBE Short, Mid and Long Term Goals

Category	2011 Current Goals	2013 Goals	2015 Goals
Minority Owned	7.5%	13%	16%
Woman Owned	3.7%	4%	5%
Service Disabled Veteran	0.1%	5%	1.5%
Total	11.3%	17.5%	21.5%

Short, Mid and Long Term Goals Table

GSWC will continue to focus on internal and external training programs, outreach efforts and partnership with other utilities, CBOs and encouraging our primes to strengthen the second tier opportunities by utilizing DBE subcontractors.

10.1.2 WMDVBE Planned Internal/External Activities

INTERNAL

The Supplier Diversity Manager will schedule breakfast meetings with the different CBOs to provide information about our company and how we can leverage the relationship to support their constituents. This will help them to benefit from our capacity building and technical support program.

We will schedule quarterly meetings with departmental sourcing managers and prospective suppliers together, to determine if there are opportunities to procure the goods or services they provide.

GSWC will host specific procurement events to include vendors in underutilized areas including finance and legal as an example for opportunities and to establish working relationships with in-house departmental managers and vice presidents.

GSWC needs to continually consider DBEs as an integral part of the bidding process. Sourcing cannot be limited to local vendors or previous providers. The Supplier Diversity Manager will work with the Asset Management team to review our 2012 -2013 Proposed Capital Budget together. Using the budget as a blueprint can help with our strategic planning to increase our WMDVBE participation and qualify them ahead of the bidding process. If there are no DBEs in our vendor base, we can better focus when doing matchmaking and target specific areas of procurement at our outreach and small business expos that we attend throughout the year.

EXTERNAL

We will host our annual Procurement Business fair in Southern and Northern California. These events have proven to be a positive opportunity for all of our suppliers. The feedback from these industry-specific programs allows the participants more personal time with our company and the subjects are applicable for our industry,

such as, insurance requirements, license and payment issues. We talk about our second tier Prime Supplier program and share the benefits for our non DBEs' participation.

GSWC is working to develop a capacity and technical support program which will aid many DBEs that are just starting out and wanting to reach out to many of the utilities for contracting opportunities. Because they may not be ready to present themselves due to lack of background information about the businesses or tools and skills they may be lacking as a new business, we are committed to assist them to be successful.

We have planned an array of outreach activities for 2012 throughout the State and will continue to work with the many organizations we support including the CUDC, CPUC Small Business Program Coordinator, CBOs, and CWA. The Supplier Diversity Manager maintains the outreach calendar of events and shares the information with all the utilities. This calendar is on the websites of the CUDC, CPUC's Small Business Program, and the Supplier Clearinghouse as well as other companies' websites.

10.1.3 Plans for Recruiting WMDVBE in Low Utilization Areas

Golden State will continue to look for opportunities in areas such as legal, finance, and media. We will continue to support the CPUC symposiums to increase opportunities in low utilization areas when possible in 2012 and work with the CUDC, CBOs, and Joint Utilities to help increase the use of DBEs.

10.1.5 Plans for Encouraging Primes to Engage in Subcontracting

SUBCONTRACTING

GSWC will continue to encourage Prime Contractors to utilize DBEs for subcontracting whenever opportunities permit. DBE subcontractors are paid directly by the prime in support of a contract they are performing on behalf of GSWC. We utilized our annual contractors meetings to bring our Prime Contractors and subcontractors together and to provide information on our second tier program. Currently, our primes are requested to provide the information at the end of the year identifying the DBE subcontractor they used during the calendar year.

Comments from a few of our larger Prime Contractors suggested that we collect the subcontracting information quarterly in order to facilitate their reporting back to us. This can be done since this will only apply to a smaller group of vendors that have multiple contracts throughout the year. How often this will be done for the smaller primes will be optional and will be noted during the RFP or RFQ process. We will continue to be more involved in the pre-bid discussions to ensure DBEs participation.

10.1.6 Program Compliance with WMBDVE Program Guidelines

Golden State Water will continue its efforts to meet or exceed requirements as stipulated under General Order 156.

TABLES

Table A USDP Calendar of Collective Activities

WATER COMPANIES USDP ACTIVITIES FOR 2011

January

Event	Date
CUDC Meeting, San Ramon	January 14
USDP Meeting, San Jose	January 24
American Legion Post, SFO	January 28

February

Event	Date
Joint Utilities Meeting Conference Call	February 2
CUDC Meeting, San Diego	February 11
USDP Meeting, West Covina	February 17
Industry Hill Small Business Expo, City of Industry	February 24

March

Event	Date
USDP Meeting, Anaheim	March 9
Joint Utilities Meeting, Ontario	March 10
CUDC Meeting, Long Beach	March 11

April

Event	Date
CUDC Meeting, SFO	April 8
Accord Event, Job Training, Los Angeles	April 13
USDP Meeting, San Diego	April 26
CPUC Small Business Expo, Burbank	April 27

May

Event	Date
CUDC Meeting, WebEX	May 13
KTP DVBE, Los Angeles	May 23-24
USDP Meeting, SFO	May 26

June

Event	Date
Elite SDVOB/DVBE, Inland Empire	June 7
CUDC Meeting, Los Angeles	June 10
Joint Utilities Meeting, SFO	June 13
WBENC National Conference, Las Vegas	June 21-23
CPUC Workshop, SFO	June 27

July

Event	Date
CPUC Legal Symposium, SFO	July 14
NARUC, Los Angeles	July 17-20
USDP Business Opportunity Fair, Santa Fe Springs	July 20
CPUC Procurement Update, Los Angeles	July 24
AICOC Annual Conference, Rancho, Mirage	July 24-26
CUDC Advertisement & Media Forum, SFO	July 29
ABA Business Matchmaking, City of Industry	July 29

August

Event	Date
NCMSDC Small Business Exchange, Santa Clara	August 2
California Hispanic Chamber of Conference, San Jose	August 10-12
CUDC Meeting, San Mateo	August 12
California Black Chamber of Conference, Sacramento	August 18-20
USDP Meeting, Manhattan Beach	August 23
DIR Conference, San Diego	August 24-25

September

Event	Date
Joint Utilities Meeting, Los Angeles	September 8
CUDC Meeting, Los Angeles	September 9
USDP Meeting, SFO	September 13
USDP Business Opportunity Fair, Citrus Heights	September 20

October

Event	Date
En Banc, Los Angeles	October 11
Asian American Coalition, S. SFO	October 17
ABA Award Banquet, Los Angeles	October 18
SDVOP/Elite Matchmaking, San Diego	October 18
USDP Meeting, Ontario	October 25
CPUC Small Business Expo, Stockton	October 25
NMSDC Conference, Atlanta GA	October 30- November 2

November

Event	Date
BBA Annual Award Luncheon & Matchmaking	November 8
CWA Annual Conference, Monterey	November 7-9
CPUC/ADF Procurement Expo, Inland Empire	November 15
AICOC Heritage Month Luncheon	November 17
USDP Meeting, Ontario	November 28

December

Event	Date
Joint Utilities Meeting, Irvine	December 5
CUCD Meeting, WebEX	December 9
USDP Meeting, San Dimas	December 12

Table B Community Organizations and Affiliations

2011 GOLDEN GATE WATER COMMUNITY BASED ORGANIZATION PARTICIPATION

Event	Date
ABA Mentor Mixer	January 26
San Francisco American Legion Post 875 Semi Annual Conference	January 28
NARUC – Washington, DC	February 12 -15
Accord Job Club	April 13
Company Champion Lunch	May 7
Greenlining Economic Summit	May 13
Supplier Diversity Legislative Hearing, Inglewood	June 17
WBENC National Convention, Las Vegas, NV	June 21-24
Seek Summer Engineering Program, San Diego	July 8
NARUC Summer Conference, Los Angeles	July 17-19
ABA Small Business Exchange, City of Industry	July 29
Congressional Black Caucus, Washington, DC	September 22-24
Officers/Managers Meeting, Ontario,	September 26
ABA Awards Dinner, Universal City Walk	October 18
Elite SDVOB Network, Matchmaking, San Diego, CA	October 19
NAACP 24 th Annual State Convention, Newport Beach, CA	October 21
National Minority Supplier Diversity Council, Atlanta, GA	October 30-November 1
Utilities Town Hall Meeting, Los Angeles, CA	December 10
Annual Toy Drive – Assemblyman Mike Davis	December 15
Annual Toy Drive – State Senator Curren Price	December 16

OTHER AFFILIATIONS/MEMBERSHIP 2011

Event	Sponsor
California Utilities Diversity Council	Procurement/Government Committee
Asian Business Association	Advisory Council
American Indian Chambers of Commerce	Advisory Council
California Small Business Expo	Matchmaking
Disabled Veteran Business Alliance	Advisory Council
Sacramento Asian Pacific Chamber of Commerce	Membership
California Black Chambers of Commerce	Advisory Council
California Hispanic Chambers of Commerce	Advisory Council

Table C California Water Association USDP Representatives

2011 CWA USDP COMMITTEE REPRESENTATIVES

Name	Representing
Emma Maxey (Chairperson)	Golden State Water Company
Sharun Carlson	California Water Association
Jack Hawk	California Water Association
Charmaine Jackson	San Jose Water Company
Palle Jensen	San Jose Water Company
Stephanie Swenseid	Suburban Water System
Bob Kelly	Suburban Water System
Holley Joy	California American Water
Bob Nicholson	San Gabriel Valley Water Company
Rick Swift	San Gabriel Valley Water Company
Sal Peinado	California Water Service Company
John Tootle	California Water Service Company
Danny Rodriguez	Park Water

2011 Annual Report Prepared By

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